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### AMENDMENTS TO THE CLAIMS

A single version of all claims that are, or were, in the application, marked up to show all the changes relative to the previous version of the claims, is now set forth, with deleted text shown by ~~striethrough~~ and added text shown by underlining:

1. (Currently Amended) A method for updating a customer file having a plurality of record entries, comprising:
  - receiving raw data corresponding to at least one event generating entity;
  - processing the raw data and generating at least one processed record entry;
  - storing a plurality of processed record entries in a universe database, each record entry being associated with a unique universe identifier ("UUID");
  - accessing content of a customer file;
  - comparing the content of a customer file with the content of the universe database;
  - generating a matched customer file and a non-matched customer file;
  - assigning a unique customer number ("UCID") for each record entry contained in the matched customer file and the non-matched customer file, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;
  - associating each UCID with a corresponding UUID via a conversion table;
  - and
  - updating a portion of at least one record entry in the matched customer file with information contained in the processed record entry associated with the UUID corresponding to the UCID associated with the at least one record entry.
2. (Previously Presented) The method of Claim 1, wherein each UUID is stable; and each UCID is stable, and the raw data is subject to change.

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3. (Original) The method of Claim 1, wherein a UCID is assigned to every record entry contained in the customer file regardless of whether a record entry corresponds to an existing economic entity.

4. (Original) The method of Claim 1, wherein the action of comparing the content of the customer file with the content of the universe database comprises organizing the record entries in the customer file per person.

5. (Original) The method of Claim 1, wherein the action of comparing the content of the customer file with the content of the universe database comprises using public domain identity data common to the customer file and the universe database.

6. (Original) The method of Claim 1, wherein the action of associating each UCID with a corresponding UUID comprises:

generating a conversion table providing a mapping between the UCID's with a set of the UUID's contained in the universe database.

7. (Original) The method of Claim 1, wherein the action of updating a portion of at least one record entry is accomplished using a batch mode.

8. (Previously Presented) The method of Claim 1, wherein the action of updating at least a portion of at least one record entry is accomplished via the Internet.

9. (Currently Amended) A method for updating a customer file having a plurality of customer record entries, each customer record entry being associated with a unique customer identifier (UCID), comprising:

transferring a UCID contained in the customer file;

associating via a conversion table the transferred UCID with a corresponding unique universe identifier (UUID) referencing one record entry contained in an information supplier's database, wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer; and

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25. (Original) The method of Claim 18, wherein the action of updating a portion of the customer entry associated with the transferred UCID comprises a transfer of data via a wireless communication link.

26. (Original) The method of Claim 18, wherein each UCID is stable over a period time and each UUID is stable over another period of time.

27. (Original) The method of Claim 18, comprising:  
changing the transferred UCID to a new UCID,  
associating the new UCID with a UUID; and  
generating a conversion table providing a mapping between the new UCID and the UUID associated with the new UCID.

28. (Currently Amended) A computerized processing system for updating a plurality of customer files, each of said customer files belonging to an information buyer, comprising:

a universe database containing record entries, each record entry being associated with a unique universe identifier ("UUID");

a means for assigning a set of unique customer identifiers ("UCID") for each of the customer files;

a conversion table providing a mapping between a set of the UUID's and each set of the UCID's assigned to each of the plurality of customer files, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer; and

updating a portion of at least one customer file using at least one UCID in the set of the UCID's corresponding to the least one customer file and a portion of the conversion table.

29. (Original) The system of Claim 28, wherein each set of the UCID's is different from another set of the UCID's.

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30. (Original) The system of Claim 28, wherein the conversion table comprises a plurality of customer conversion tables, each customer conversion table corresponding to one of the plurality of customer files and providing a mapping between a set of UUID's and the set of UCID's assigned for the corresponding customer file.

31. (Original) The system of Claim 28, wherein the record entries contained in the universe database correspond to economic entities;

each UUID is stable over a period of time; and

each UCID is stable over another period of time.

32. (Original) The system of Claim 28, wherein at least one set of UCID's is changed to a new set of UCID's, each UCID in the new set being associated with a UUID; and a conversion table provides a mapping between the new set of UCID's and a set of the UUID's.

33. (Currently Amended) A system for updating a customer database containing a plurality of customer record entries, each customer record entry being associated with a unique customer identifier ("UCID"), comprising:

a universe database containing record entries, each record entry being associated with a unique universe identifier ("UUID");

a conversion table providing a mapping between the UUID's and UCID's, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed ~~maintained without disclosure~~ to the customer; and

updating a portion of the customer database with information contained in the universe database using the UUID's, the conversion table and the UCID's.

34. (Original) The system of Claim 33, wherein the UUID's are stable over a period of time and the UCID's are stable over another period of time.

35. (Original) The system of Claim 33, wherein the UCID's are updated with a new UCID's and a new conversion table provides a mapping between the UUID's and UCID's.

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36. (Currently Amended) A method for managing information relating to event generating entities, comprising:

receiving raw data generated by the entities;  
processing the raw data and generating processed record entries, each record entry being associated with a unique universe identifier ("UUID"),  
receiving a customer database containing a plurality of customer record entries; and  
assigning a unique customer identifier ("UCID") for each of the customer record entries; and  
creating a conversion table providing a mapping for each UCID to one and only corresponding UUID, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer and the UUIDs are not distributed maintained without disclosure to the customer.

37. (Original) The method of Claim 36, wherein  
each UUID is stable over a period of time;  
each UCID is stable over another period of time.

38. (Original) The method of Claim 36, wherein a portion of the customer database is updated using the UUID's, UCID's and the conversion table.

39. (Currently Amended) A method for managing information relating to event generating entities, comprising:

receiving raw data generated by the entities;  
processing the raw data and generating processed record entries, each record entry being associated with a unique universe identifier ("UUID");  
receiving at least one unique customer identifier ("UCID"), wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed maintained without disclosure to the customer; and  
updating a portion of the customer database using a conversion table providing a mapping of the at least one UCID to a corresponding UUID.

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40. (Original) The method of Claim 39, wherein  
each UUID is stable over a period of time;  
each UCID is stable over another period of time.

41. (Original) The method of Claim 39, wherein the received UCID is changed  
with a new UCID and the conversion table provides a mapping between the new UCID  
and a UUID.

42. (Currently Amended) A method for managing information relating to an  
event generating entity, comprising:  
receiving raw data generated by the entity;  
processing the raw data and generating at least one data file being accessible  
by a unique universe identifier ("UUID");  
finding a corresponding unique universe customer identifier ("UCID")  
using a conversion table, wherein the UCID is different from the UUID, and the UCID is  
distributed to a single customer and the UUID is not distributed ~~maintained without~~  
~~disclosure~~ to the customer;  
transferring the at least one data file to update a record entry being  
associated with the UCID.

43. (Original) The method of Claim 42, wherein the action of transferring the at  
least one data file occurs after determining the state of an attribute associated with the at  
least one data file.

44. (Original) The method of Claim 42, wherein the UUID is stable over a  
period of time and the UCID is stable over another period of time.

45. (Currently Amended) A computerized processing system for managing  
information relating to an event generating entity, comprising:  
a record entry comprising a plurality of data inputs, the record entry being  
associated with a unique universe identifier ("UUID");  
a customer record entry comprising a plurality of customer data inputs, the  
customer record entry being associated with a unique customer identifier ("UCID"),

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wherein the UCID is different from the UUID, and the UCID is distributed to a single customer and the UUID is not distributed ~~maintained without disclosure~~ to the customer;  
a conversion table providing a mapping between the UUID and UCID; and  
updating a portion of the customer record entry using the UUID, UCID and conversion table.

46. (Original) The system of Claim 45, wherein the UUID is stable over a period of time and the UCID is stable over another period of time.

47. (Original) The system of Claim 45, wherein each of the plurality of customer data inputs is associated with an attribute and the action of updating a portion of the customer record entry occurs in response to determining the state of the attribute associated with at least one of the plurality of customer data inputs.

48. (Currently Amended) A method for updating a plurality of customer files, each customer file having a plurality of record entries, comprising:

receiving raw data corresponding to at least one event generating entity;  
processing the raw data and generating at least one processed record entry;  
storing a plurality of processed record entries in a universe database; each record entry being associated with a unique universe identifier ("UUID");

comparing the content of each of the plurality of customer files with the content of the universe database;

generating a matched customer file and a non-matched customer file for each of the plurality of customer files;

assigning a set of unique customer identifiers ("UCID's") for each customer file, each UCID within the set being associated with each record entry contained in the matched customer file and the non-matched customer file corresponding to the set of UCID's, wherein the UCIDs are different from the corresponding UUIDs, and the UCIDs are distributed to a single customer while the UUIDs are not distributed ~~maintained without disclosure~~ to the customer;

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associating each UCID with a corresponding UUID via a conversion table;  
and

updating a portion of at least one record entry in at least one matched customer file with information contained in the processed record entry associated with the UUID corresponding to the UCID associated with the at least one record entry.

49. (Original) The method of Claim 48, wherein each UUID is stable over a period of time; and each UCID is stable over another period of time.

50. (Original) The method of Claim 48, wherein a UCID is assigned to every record entry contained in each of the plurality of customer files regardless of whether a record entry corresponds to an existing economic entity.

51. (Original) The method of Claim 48, wherein the action of associating each UCID with a corresponding UUID comprises:

generating a conversion table for each of the plurality of customer files, each conversion file providing a mapping between the set of UCID's assigned to the corresponding customer files with a set of the UUID's contained in the universe database.

52. (Original) The method of Claim 48, wherein the action of updating a portion of at least one record entry is accomplished using a batch mode.

53. (Original) The method of Claim 48, wherein the action of updating at least a portion of at least one record entry is accomplished in near real-time via the Internet.